

Environmental Opportunities

in
Central
& Eastern
EUROPE

*A business seminar presented in conjunction with the
Center for Austrian Studies Conference:*

**The Environment and
Sustainable Development
in the New Central Europe:
Austria and its Neighbors**

Wednesday, September 18, 2002

**Executive Training Center
Carlson School of Management**



**RETURN SERVICE
REQUESTED**

MINNESOTA TRADE OFFICE

A DIVISION OF THE MINNESOTA DEPARTMENT OF TRADE AND ECONOMIC DEVELOPMENT

1000 Minnesota World Trade Center ■ 30 East Seventh Street
St. Paul, Minnesota 55101-4902 ■ USA

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Environmental Opportunities

in Central & Eastern Europe

WHAT?
HOW?
WHERE?

Where can I find out about opportunities?

How will EU expansion affect my business?

Are special financing programs available?

How do I deal with regulatory issues?

How do I bid on government projects?

What resources are available to help me?



Presented by:

- ▶ Center for Austrian Studies
- ▶ Carlson School of Management
- ▶ Freeman Center for International Economic Policy
- ▶ Minnesota Trade Office

Political and Economic Changes Bring Exciting Opportunities

Central and Eastern Europe present tremendous opportunities for environmental firms that are prepared to seize them. Is your company positioned to participate in this dynamic and rapidly growing market? Join trade and finance specialists from the U.S. Department of Commerce, Small Business Administration, and Ex-Im Bank for a business conference that will teach you how to enter or expand into this promising market for environmental services and technologies.

When: Wednesday, September 18
1:00-5:00 p.m.

Where: Executive Training Center
Carlson School of Management
321 19th Avenue South
Minneapolis, MN 55455

Fee: \$35.00 (late registration \$45.00)

Contact: Tim Odegard
International Trade Representative
Minnesota Trade Office
Phone 651-297-4650
or 800-657-3858
Fax 651-296-3555
E-mail tim.odegard@state.mn.us

Environmental Opportunities in Central & Eastern Europe

September 18, 2002

AGENDA

12:15 p.m. **Registration**

1:00 p.m. **Welcome**

1:10 p.m. **Austria: Gateway to Europe
for Environmental Firms**

Dr. Heinz K. Seitingner
Austrian Business Agency

1:30 p.m. **Seizing Opportunities in
Central & Eastern Europe**

Anne Novak
Trade Specialist, Environmental
Technologies Industries,
U.S. Department of Commerce

2:30 p.m. **Finance Programs for
Environmental Goods & Services**

Nancy Libersky
Regional Manager, International
Trade Programs, Small Business
Administration

Ursula M. Wegrzynowicz
Business Development Officer,
Export-Import Bank of the
United States

3:15 p.m. **Break**

3:30 p.m. **Case Study**

Poldi Gerard
Vice President of Marketing,
Lemna International, Inc.

4:00 p.m. **Panel Discussion: Overcoming
Regulatory Obstacles**

4:45 p.m. **Closing Remarks**

5:00 p.m. **Reception**—Sponsored by the
Freeman Center for International
Economic Policy

CO-SPONSORING ORGANIZATIONS

- ▶ Center for Austrian Studies



- ▶ Carlson School of Management



- ▶ Freeman Center for International Economic Policy



- ▶ Minnesota Trade Office



COOPERATING ORGANIZATIONS

- ▶ U.S. Foreign Commercial Service



- ▶ U.S. Small Business Administration



- ▶ Export-Import Bank of the United States



- ▶ Minnesota Technology, Inc.



- ▶ The Minnesota International Center



- ▶ Minnesota World Trade Association



REGISTRATION FORM

Environmental Opportunities in Central & Eastern Europe

September 18, 2002

COMPLETE ONE FORM FOR EACH REGISTRANT. COPY FORM AS NEEDED.

Name: _____

Title: _____

Company: _____

Street address: _____

City: _____

State/Zip: _____

Telephone: _____

Fax: _____

Registration deadline: September 10

Prepayment is required to guarantee registration. Make checks payable to the "MTO." Credit cards are not accepted.

Cost: \$35.00 (includes materials and refreshments)
\$45.00 if registering after September 10

Amount enclosed: \$ _____

To register by mail send form to:
Minnesota Trade Office
Education Programs
30 East 7th Street (Suite 1000)
St. Paul, MN 55101-4902

To register by e-mail send above information to:
gloria.henck@state.mn.us

To register by fax send form to:
651-297-4265, Attn: Gloria Henck

PRE-REGISTRATION IS REQUIRED

Registration deadline: September 10, 2002

Late fee: Add \$10